

FRAGRANCE AND PERSONAL CARE

## Hugo Boss bottles essence of fragrance campaign into podcast

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*Hugo Boss' new podcast. Image credit: Hugo Boss*

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By STAFF REPORTS

German fashion group Hugo Boss is opening up a discussion about modern masculinity in a new podcast series from its perfume division.

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Hugo Boss joins the multitude of other luxury brands in launching its podcast, funneling a long-standing fragrance campaign theme into the new series. Titled "Essentials by Boss Bottled," the new podcast series is hosted by popular personal trainer Gunnar Peterson.

### Podcasts and parfum

Produced in partnership with podcasting company Nouvelles Ecoute, the podcast will discuss various issues in regards to mind, body and soul, with guests interviewed by Mr. Peterson.

While the podcast will look into these subjects, it will also encourage listeners to focus on their health and wellbeing, with nutrition, mindfulness and exercise. The series is based on the Hugo Boss campaign "Man of Today."

Upcoming guests on the podcast include cofounder of meditation application Headspace Andy Puddicombe, brain advocate and nutritionist journalist Max Lugavere and athlete and plant-powered wellness advocate Rich Roll.

Hugo Boss will release the podcast on March 30, in tandem with Boss Bottled Infinite Fragrance European release. The fragrance will be released in the United States later on this summer in July.



*Hugo Boss's Bottled Infinite. Image credit: Hugo Boss*

The German fashion group just revealed sales were up 2 percent in 2018, thanks in part to double-digit growth in its own online channels.

Hugo Boss' sales for the year totaled 2.8 billion euros, or about \$3.1 billion, up 4 percent on a currency-adjusted basis. Looking ahead, the company foresees its operating income growing faster than sales in 2019, as it implements strategic changes aimed at boosting profitability ([see story](#)).

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